

Introduction

The origins of the company go back to 1798, when Orkney was a very different place. While Lord Nelson was busy defeating the French in the Battle of the Nile, Magnus Anderson was fully occupied, setting up a bookbinding business in Kirkwall. The business was primarily focussed on the binding of bibles, and gradually developed into a professional printing business; the first in the islands, and a dramatic development at the time.

This was the birth of today's company. Totally different in both size and nature, The Orcadian of the 21st century continues to introduce new development, and stay at the cutting edge of technology. This has been the hallmark of the company throughout its history, and *The Orcadian* newspaper has fully embraced the digital age by launching an online edition, and running popular social media pages.

Over the years, the firm matured into a fully-fledged publishing and marketing company, producing the weekly newspaper, a monthly magazine, local interest books, commercial design and print services in Litho/Digital/Large Format and Sublimation. *The Orcadian* has a bookshop based in the centre of Kirkwall, where along with selling books and local merchandise, we sell printed canvases, chromaLuxe® panels and framed prints. All premises are risk assessed and have implemented COVID related restrictions and adaptations as necessary.

Titles published

Weekly newspaper ***The Orcadian*** which is produced every Thursday.

Annual tourist information magazine ***The Orkney Islander*** which is released in March/April.

Responsible Persons

Craig MacInnes - General Manager – email manager@orcadian.co.uk

Leah Seator - Editor – email leah@orcadian.co.uk

Editorial standards

The Orcadian operates to strict editorial standards. All reporters are clear on the essential requirement to take accurate notes, gathering facts from reliable and relevant sources, and ensuring that any information used for the basis of a story is accurate and verifiable.

All editorial staff are familiar with, and operate within the guidelines outlined in the Editors' Code of Practice. In addition, all editorial staff have confirmed that they are aware with any changes to the current revised version, January 20.

Being a local newspaper in a small community, a common sense approach is required when it comes to news gathering and reporting. If the editor has any doubts about, or questions regarding, the factual accuracy or legalities surrounding any story, it will not be published until such time as they are satisfied.

The Orcadian is aware that IPSO offers pre-publication advice on the Editors' Code. If editorial staff required guidance on this or the public interest exception in relation to an article that it was looking to publish, staff would contact IPSO for advice.

Complaints handling

There are several ways to make a complaint. You can submit information relating to the complaint in a letter, and send it addressed to the Editor, The Orcadian, Hell's Half Acre, Crowness Crescent, Hatston Industrial Estate, Kirkwall, Orkney KW15 1GJ.

Alternatively, complaints be emailed to newsroom@orcadian.co.uk

Our reception can be contacted on 01856 879000 to leave details for the Editor's attention. Complaints are made in confidence, taken very seriously, and handled as quickly as possible.

All complaints concerning any aspect of the business are logged in a form which is accessed by department heads, by date, the nature of the complaint, the relevant publication, solutions offered and the overall resolution.

Who handles complaints within *The Orcadian*

Leah Seator - Editor; Craig MacInnes - General Manager; Office Manager Janet Campbell.

Fact-checking of stories

Covering a small geographical area, local knowledge, industry training and common sense allows the editorial team members to ascertain in many cases whether a story is legitimate or not.

However, all staff know to check the facts of any claims made, before proceeding to the stage of writing a story. All claims and statements are checked with the relevant authority/body/company/individual etc, and discussed with the Editor before progressing to the formation of a story, and subsequent publication.

Editorial meetings are held at least three times weekly, to assess content, and ensure all stories are given appropriate and thorough attention.

All interviewees are made aware of our intentions to publish comments made, and consent is always sought. Journalists keep copies of digital and shorthand interviews on file for future reference.

Manuals and guidance

We use www.ipso.co.uk and www.nuj.co.uk and all journalists are supplied with a copy of the latest Code of Practice, which is also on display in the newsroom.

Details of any complaints during the period January – December 2020

On Thursday, July 30, 2020, we received a call from [REDACTED], of [REDACTED], complaining that multiple mistakes had been made in the sheriff court section of the newspaper, regarding cases in which he was involved.

Our reporter immediately telephoned [REDACTED] to follow up the complaint directly. [REDACTED] suggested that the circumstances of a case, in which he was the complainant (and therefore was not named in the newspaper), had been misreported.

He stated that the incident, which saw a [REDACTED] of [REDACTED] spit in his face and verbally abuse him had occurred on the road at [REDACTED] — not a "grass area" near [REDACTED], as was reported. He also referred to a previous case which he believed had been misreported, several years ago.

[REDACTED] said he was concerned that this misreporting inferred in some way that he had approached the accused.

Our reporter assured [REDACTED] that, though she understood his concern, she did not believe that there was anything written in The Orcadian's report which inferred anything of the kind, and that would certainly have never been our intention, or our place to make such an inference. The charges which had been supplied by Kirkwall Sheriff Court were double checked, and stated that the incident had occurred in "a grass area" near [REDACTED].

[REDACTED] was advised that the newspaper and its court reporters rely on the charges supplied for the court for their accuracy, and that we can only legally report what we are given. [REDACTED] agreed to contact Kirkwall Sheriff Court if he wished to take his complaint further.

On September 11, 2020, [REDACTED] contacted the editor to explain that he was annoyed that coverage of his court case was one-sided. It was explained to him that the editor receives all copy in good faith from fully trained reporters, based on the merits of a factual, balanced account of court proceedings. In the course of the conversation, it emerged that [REDACTED] solicitor had already spoken to the court reporter, who had agreed with the solicitor that two crucial elements of [REDACTED] case had not been reported. The editor had been unaware of this, and contacted the reporter to discuss this with her and find out what had gone wrong. The reporter said that the solicitor had contacted her, and they had agreed that rather than publish a correction/apology in the next edition of the newspaper, to avoid unduly flagging the case up again, they would wait until the sentencing of the other parties involved in the case. At that point, we would publish the two points of clarification from [REDACTED] evidence. The editor spoke to [REDACTED] on Monday, September 14, to apologise for any confusion in the first phonecall, and that which might have been caused if the report was unbalanced. He was assured that the reporter had been spoken to, to ensure balance standards are met. He appreciated the call, and said he would be happy to proceed with the arrangement reached by the court reporter and his solicitor. The error was corrected in the next report of the case in the newspaper, and [REDACTED] was satisfied.

Following an incorrect cover price appearing on October 29th edition of The Orcadian, all retailers were contacted informing them of the error, and confirming that we had obtained advice that the newspapers could be sold at either £1.40 or £1.50 — This advice had been sought from trading standards under consumer protection legislation with Gary Foubisier, Trading Standards Manager confirming the position. The following day the [REDACTED] Manager contacted us via facebook to say: "Hello Orcadian. Any chance you'll be putting out an apology on your social media platforms for the "misprinted" price on this weeks edition and explaining it isn't the fault of retailers who may have unknowingly sold them at a higher price? Thanks"

The editor and general manager discussed how best to reply and determined that phoning the enquirer/ complainer was best. The general manager spoke with [REDACTED], apologising for the mistake, acknowledging the hassle this had caused retailers and confirming that it was not our intention to issue a statement on social media, as it may not be beneficial to retailers - in all likelihood it would give rise to demands for 10p refunds from customers, with the added complication of some customers not being able to prove the amount they purchased their paper for or necessarily from which shop. It was also confirmed that all retailers would only be invoiced wholesale on £1.40 cover price for the edition regardless of whether they had decided to sell at £1.50 or £1.40. The shop manager was satisfied with this response, and we received no further complaints.

Staff training

One reporter is currently learning shorthand with a local tutor. Three are refreshing skills via up-to-date NCTJ courses.